

Cinderella Sweets Issues Allergy Alert for Pound Cake Incorrectly Labeled As "Egg Free"

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FOR IMMEDIATE RELEASE - May 20, 2011 - Cinderella Sweets, of Woodmere, NY is recalling the following Kosher for Passover item because it contains eggs:

SHABTAI GOURMET BRAND

Cindy's Scrumptious Chocolate Chip Pound Cake--16 oz

UPC# 8-50097 00152-3 All lots

People who have an allergy or severe sensitivity to eggs run the risk of serious or life-threatening allergic reaction if they consume this product. Consequently, we are recalling these items from the market. A review of product labeling revealed a notation stating "egg free" on the pound cake product listed above when in fact the products contains egg. Although the ingredient statement clearly indicates egg in the contents, and eggs are identified in the Allergen statement (in bold type) it still poses a potential health hazard. The recalled cake, described above, was distributed nationwide to retail stores.

This product is in a white 8"x5.75"x2" window cookie box with the SHABTAI logo within a planet "Saturn" type logo, with a bakery type red & white twine border imprint. Consequently, we are recalling **Cindy's Scrumptious Chocolate Chip Pound Cake** from the market.

No illnesses have been reported to date in connection with this technical problem with the printing of the boxes. The recall was initiated after it was discovered that the egg-containing product was distributed in packaging that made a claim to be egg free. Subsequent investigation indicates the problem was caused by a temporary breakdown in the company's packaging supply chain.

Production of the product has been suspended until the FDA and the company is certain that the problem has been corrected. This recall is being made with the knowledge of the US Food and Drug Administration.

Consumers who have purchased these products are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at info@cinderellasweets.com or call 516.374.7976 Monday thru Thursday 9:00am to 5:00pm.